

# CHICAGO EVENT DECK 2020



## STRATEGIC INITIATIVES AND PARTNERSHIPS



Lori E. Lightfoot  
Mayor of Chicago

CHICAGO DEPARTMENT OF  
**DCASE**  
CULTURAL AFFAIRS & SPECIAL EVENTS

# Department of Cultural Affairs and Special Events

The Department of Cultural Affairs and Special Events (DCASE) is dedicated to enriching Chicago's artistic vitality and cultural vibrancy. Annually, we produce 2,000 free-admission cultural programs including some of Chicago's largest and most iconic events including Taste of Chicago, the Chicago Air & Water Show and the Chicago Blues Festival. DCASE's extensive inventory of events and programs reaches across all demographic interests and draws an estimated 25 million guests per year. A snapshot of DCASE services:

- The **Permits Division** facilitates over 700 neighborhood festivals, sporting competitions and special events.
- The **Film Division** leads the city's effort to attract and enhance the production of feature films, television series, commercials, commentaries and all forms of local screen entertainment.
- The **Cultural Grants Program** awards \$1.7 million to artists and arts organizations in support of cultural activations and programming.
- DCASE manages the **Chicago City Markets**, a program that brings over 100+ farmers and vendors to markets across the City. A favorite is **Maxwell Street Market**, a weekly community gathering spot for bargain hunters and foodies.
- The **Public Art Division** administers the Chicago Public Art Collection which includes more than 500 works of art exhibited in over 150 municipal facilities around the city, such as police stations, libraries and CTA stations.



# Partnerships Division

The Partnerships Division is a marketing solutions powerhouse that helps the world's biggest brands take their activation strategy to the next level by connecting them with Chicago's most iconic venues and largest free festivals and events.

## *Let Us Help You:*

Connect to consumers in meaningful and authentic ways

Customize sponsorship packages that meet your specific needs, goals and budget

Access world-class venues such as Millennium Park and Chicago Cultural Center

Launch new products and campaigns in the lucrative Chicago market

Navigate through complex city requirements and regulations

With over 40 years of combined experience in strategic marketing, event operations, experiential strategy and brand-building, we can help brands create and deliver partnerships that engage, influence and motivate consumers.

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# A PARTNERSHIP focused on your goals

## **BRAND AWARENESS**

Promote your brand at high profile city events that draw massive crowds

## **CONSUMER ENGAGEMENT**

Reach consumers of all ages and ethnic and economic backgrounds throughout Chicago

## **DIGITAL PROMOTION**

Connect to our extensive social media platforms

## **MARKETING**

Integrate with large-scale, market-wide campaigns to enhance brand awareness

## **ASSOCIATE & CUSTOMER ENGAGEMENT**

Use exclusive event perks for employee incentives or customer loyalty programs

## **EXPERT PRODUCTION**

Partner with a dedicated team of event professionals committed to a successful activation

## **STEWARDSHIP**

Let us be advocates of your needs and provide focused management of your resources



# Venues

## MILLENNIUM PARK

Millennium Park is the #1 tourist attraction in the Chicago, drawing an estimated 20 million visitors per year.

The park boasts a state-of-the-art sound system, retractable big screen, fixed seating for 4,000 and an expansive lawn to accommodate tens of thousands more.

### Operational Considerations:

All activations are on pavement. Available, but limited water source areas. Generators are not allowed. Shore power is available. Additional charges for security, electricity and maintenance, if needed. Convenient parking garage located underneath the park.

### Home of:

Chicago House Music Festival  
Millennium Park Music Series  
Millennium Park Film Series  
Chicago Gospel Music Festival  
Chicago Blues Festival  
Chicago Jazz Festival  
World Music Festival

## GRANT PARK

The centerpiece of Grant Park is Buckingham Fountain, one of the world's largest fountains and most visited sites in Chicago. The Petrillo Music Shell serves as the main stage during Taste of Chicago and hosts headliners such as Stevie Wonder, John Meyer, FUN, Sheryl Crow, Robin Thicke, Janelle Monae and Juanes.

### Operational Considerations:

Activations are on the street. Water source via street hydrants. Power provided by generators. Large, grassy areas available. Garage parking nearby; oversized vehicle parking located a few miles away.

### Home of:

Taste of Chicago  
Chicago SummerDance

## NORTH AVENUE BEACH

### Operational Considerations:

The extensive event footprint runs from Oak Street beach to Fullerton Street exit, with North Avenue Beach acting as "show central." Most activations are on sand. Level, paved and grassy sections available in certain areas. Standard household electricity provided by generators. Limited truck storage available if prearranged. Water hook up available in select areas.

### Home of:

Chicago Air & Water Show

There is no on-site parking; closest lot is at Lincoln Park Zoo about a quarter mile away. Oversized vehicle parking located a few miles away.



# Opportunities at a Glance

Target opportunities that meet your individual needs, goals and budget.

## **WHAT'S NEW:**

- The City of Chicago has designated 2020 as the **Year of Chicago Music**. This citywide initiative spotlights Chicago's legendary musical heritage as the birthplace of house and gospel music, urban blues and modern jazz. Look for new and enhanced programming during DCASE events at Millennium Park and throughout Chicago neighborhoods all year long.
- **Taste of Chicago** is turning 40 this year! Taste of Chicago will include additional free music programming on more stages throughout the event in 2020 in celebration of the Year of Chicago Music.
- As part of World Music Festival Chicago, **¡Súbelo!** is a Latinx festival that highlights music from Latin countries. Partnerships with Latinx cultural groups such as the National Museum of Mexican Art (NMMA) transform the event into a pan-Latin arts and music festival, incorporating youth arts programs from NMMA Yolocalli Arts Reach, Latin cuisine and an artisan marketplace. (September 11 & 12)

## **KIDS & FAMILIES:** special programming aimed to attract a younger audience

- Chicago Kids & Kites
- Juicebox
- Taste of Chicago, Family Area
- Chicago Jazz Festival, Young Lions/NextGen Stage
- Chicago Holidays, Dance-Along Nutcracker

## **BUDGET FRIENDLY:** opportunities under \$10k

- Maxwell Street Market
- Chicago City Markets
- Chicago Kids & Kites Festival
- Chicago Gospel Music Festival
- Taste of Chicago (1 day)
- Millennium Park
- Chicago SummerDance

## **MULTI-VENUE**

- Chicago City Markets
- Chicago SummerDance

## **LARGE ACTIVATIONS:** can accommodate larger sized footprints

- Taste of Chicago
- Chicago Air & Water Show
- Millennium Park

## **LARGE AUDIENCE:** events that draw over 100,000 attendees

- Taste of Chicago
- Chicago Air & Water Show
- Chicago Blues Festival
- Chicago Jazz Festival

# Millennium Park

## Year-Round

Millennium Park is a popular gathering spot in the heart of Chicago. As the City's top cultural destination, it draws extensive foot traffic throughout the year and is the ideal location for high-profile brand activations and high-volume sampling. The artistic nature and aesthetic beauty of this international icon is a perfect backdrop for creative consumer experiences.

The park is available for activations year-round, offering brands increased scheduling flexibility and footprint options. The park can accommodate activations up to 15,000 square feet.

To increase brand visibility, maximize budget and extend audience reach, consider sponsoring a DCASE-produced event that already takes place in Millennium Park. Integrate your brand with the considerable marketing and promotions that support the following events:

- **May 21 - 23** Chicago House Music Conference & Festival
- **June - August** Millennium Park Music Series
- **June - August, Tuesdays** Millennium Park Film Series
- **May 26 - 30** Chicago Gospel Music Festival
- **June 5-7** Chicago Blues Festival
- **August 28 - September 6** Chicago Jazz Festival
- **September 11 - 27** Chicago World Music Festival
- **November - mid March 2021** Chicago Holidays

### Partnership Opportunities

**Space Only** Starting at \$5,000

Opportunities customized based on the date(s), footprint, park services needed and operational details. Activations that enhance the artistic vibrancy or cultural qualities of the Park will be given preference.

### More Information

[millenniumpark.org](http://millenniumpark.org)



## Montrose Harbor

### Partnership Opportunities

**Presenting** \$10,000

**Space Only** Starting at \$3,000

**Media** \$30,000 (in-kind trade value)

**Expected Attendance** 10,000

### Audience Profile

Families with children under 10

### More Information

[chicagokidsandkites.us](http://chicagokidsandkites.us)

# 22nd Annual Chicago Kids & Kites Festival

May 2

This event draws thousands of kids and families outdoors to fly kites, a timeless tradition to welcome the spring season. Family-friendly programming such as professional kite flying demonstrations, face painting, balloon artists and DJ music add to the fun. A local kite vendor is on hand, but everyone enjoys building and decorating the hundreds of free kite kits distributed onsite.

- This event offers a unique opportunity to brand the free kite kits (imagine seeing your logo flying overhead!).
- Additional branding opportunities are available within a giant tent dedicated for kite kit building and decorating.
- The Chicago Kids & Kites Festival is a perfect event for brands looking to target kids and families.
- The expansive outdoor field can accommodate large activations.
- Sponsors are encouraged to bring activations/activities that engage a younger audience

## Chicago Cultural Center and Garfield Park Conservatory

### Partnership Opportunities

**Presenting** \$15,000

**Expected Attendance** 200 per show

### Audience Profile

Families with infants through 4 years old

### More Information

[chicago.gov/juicebox](http://chicago.gov/juicebox)

# JuiceBox

Fridays & Saturdays, Winter, Spring & Fall

Juicebox is a free-admission program aimed at introducing our youngest audience members to multi-cultural music and dance performances. Children experience a diverse range of artistic and educational presentations and are encouraged to move, dance and interact with performers. Programming is held at the Chicago Cultural Center on 1st & 3rd Fridays and repeated at the Garfield Park Conservatory on 1st & 3rd Saturdays.

- Two locations, 4 shows a month over 3 seasons provide flexible date options
- Juicebox draws a very specific demographic....the "stroller set," families with infants through preschool-aged kids
- Programs are 45 minutes each, with plenty of time for audience engagement as guests start to gather about an hour before each show



# Chicago City Markets

May 7–October 29

Chicago City Markets features more than 150 vendors at locations downtown and throughout the city's neighborhoods selling fresh fruit, vegetables, plants, flowers and more. Some neighborhood markets also feature prepared foods and local artisan (non-food) products.

- The **Daley Plaza Farmers Market** is held every Thursday. It is the largest of the city markets and offers an impressive 25 promotional days. Its location in Chicago's busy downtown district ensures extensive foot traffic.
- There are 13 markets throughout the City with varying schedules, providing a possible 150+ promotional opportunities throughout the 6-month season
- Noon-time programming on select dates draws additional crowds and provides a nice backdrop of entertainment that keep people at the market

## Various City Locations

### Partnership Opportunities

**Presenting** \$125,000

**Space Only** Starting at \$5,000/day

**Media** \$75,000 (in-kind trade value)

### Expected Seasonal Attendance

300,000

### Audience Profile

This event appeals to all age, ethnic backgrounds and economic levels.

### More Information

[chicagocitymarkets.us](http://chicagocitymarkets.us)

# Maxwell Street Market

Sundays, March 1–December 13

For more than 100 years, the Maxwell Street Market has thrived as one of the oldest open air markets in the nation. The legendary market continues to offer an eclectic mix of treasures old and new, as well as some of the City's best Mexican and Latin street food.

- The market has evolved into a community gathering spot that attracts families, foodies and bargain hunters.
- Live entertainment and special programming on select dates provide an opportune time to engage larger audiences.

800 S. Desplaines St.

### Partnership Opportunities

**Presenting** \$125,000

**Space Only** Starting at \$3,000/day

**Media** \$75,000 (in-kind trade value)

### Expected Seasonal Attendance

100,000

### Audience Profile

This event appeals to all age, ethnic backgrounds and economic levels.

### More Information

[maxwellstreetmarket.us](http://maxwellstreetmarket.us)



Millennium Park

**Partnership Opportunities**

**Presenting Sponsor** \$15,000/day

**Space Only** starting at \$5,000/day

**Media** \$90,000 (in-kind trade value)

**More Information**

[millenniumpark.org](http://millenniumpark.org)

# Millennium Park Summer Music Series

Mondays & Thursdays, June–August

The Millennium Park Summer Music Series features free weekly concerts, showcasing a broad spectrum of genre-defying musicians— both established and emerging. The series has been re-branded and re-calibrated to elevate the caliber of musical acts, allow for an increased focus on local musicians and support free, special programs with internationally renowned artists such as Yo-Yo Ma and Nick Cave and Kahil El’Zabar

- **NEW!** The Millennium Park Music Series will commission a special collaboration between visual and performance artist Nick Cave and jazz musician and composer Kahil El’Zabar. The commission includes a site specific performance at Millennium Park with dance, music, art, video, spoken word performance and installation
- Leading up to the performance in Millennium Park, neighborhoods and community groups will be engaged to develop choreography and content. The resulting performance will be a citywide celebration of the city’s diversity.



# Millennium Park Summer Film Series

Tuesdays, June 16–August 25

This popular summer program attracts thousands to spread out a picnic and enjoy free movies under the stars.

Each film begins at 6:30pm and is specially curated to appeal to a wide audience. Crowds frequently near capacity and arrive as early as 3pm to set up, plenty of time to engage an eager audience looking to have some fun as they wait for movies to begin. Each film night begins with thematic pre-programming such as character appearances, movie props and sing-alongs.

- The Presenting Series Sponsor package offers a potential thirteen days of exposure and activation opportunities at Millennium Park, Chicago's most iconic venue and the #1 tourist attraction in the Midwest.
- The Film Sponsor package offers a brand "ownership" for the night and countless possibilities for creative, thematic promotions (i.e. a candy sponsor for Willy Wonka).
- An opportunity to run a :30 spot on the big screen before each film is an ideal option for brands who can't be on site but still have maximum exposure
- Sponsors are encouraged to bring creative activations/activities to further enhance the audience experience.

Millennium Park

**Partnership Opportunities**

**Presenting Series Sponsor**

\$100,000

**Presenting Film Sponsor** \$30,000/day

**Space Only** starting at \$5,000/day

**Media** \$90,000 (in-kind trade value)

**More Information**

[millenniumpark.org](http://millenniumpark.org)



Millennium Park &  
Other Citywide  
Locations

**Partnership Opportunities**

**Presenting** \$25,000

**Space Only** Starting at \$5,000

**Media** \$50,000 (in-kind trade value)

**Expected Attendance**

50,000

**Audience Profile**

Chicagoan (59%), 26-34 years old (33%), single (66%), female (57%), Caucasian (41%) and African American (40%)

**More Information**

[chicagohousemusicfestival.us](http://chicagohousemusicfestival.us)

# 5th Annual Chicago House Music Conference & Festival

May 21-23

The Chicago House Music Conference and Festival is high energy, fast paced and a Chicago original! The event will feature DJs and live performances showcasing the various sounds and styles of house music, the genre born in Chicago that has gone on to revolutionize dance music internationally.

- **NEW!** The Chicago House Music Conference and Festival will expand beyond downtown and into the neighborhoods with panel discussions and performances.
- Catering to DJs, musicians and industry professionals, the Chicago House Music Conference will include panel discussions on topics related to the culture, artistry and business of House music.
- These events celebrate Chicago house music – a truly original genre created in the city during the 1980s. The form takes its name from an old Chicago night club called The Warehouse, where resident DJ Frankie Knuckles mixed old disco classics, Euro-pop and electronic beats into a high-energy amalgamation.



# 35th Annual Chicago Gospel Music Festival

May 26–30

Celebrating the great influence of the music genre born in this city more than 80 years ago, the Chicago Gospel Music Festival presents the top gospel artists from Chicago and across the country. Over the years, the festival has featured traditional choirs to contemporary urban gospel mixed with hip hop and house music. Former headliners include Jonathan McReynolds, Donald Lawrence, Tye Tribbett, Israel and New Breed, Queen of Gospel Music - Albertina Walker and Shirley Caesar, The Canton Spirituals, Yolanda Adams, The Winans and the Spirituals QC's.

- **NEW!** In partnership with Partners for Sacred Places, the Chicago Gospel Music Festival will include music performances in "Sacred Spaces" throughout Chicago neighborhoods leading up to the Friday Festival in Millennium Park. Special attention will be given to the south and west side neighborhoods that have limited access to traditional arts infrastructure.
- Concerts at both Millennium Park and the Chicago Cultural Center ensure extensive foot traffic at Michigan Avenue and throughout Millennium Park – one of Chicago's most iconic venues and the #1 tourist attraction in the Midwest.
- The festival partners with several community organizations to schedule programs and activities throughout Chicago's diverse neighborhoods.

Millennium Park &  
Other Citywide  
Locations

## Partnership Opportunities

**Presenting Sponsor** \$30,000

**Space Only** Starting at \$5,000

**Media** \$60,000 (in-kind trade value)

## Expected Attendance

25,000

## Audience Profile

Chicagoan (43%), 26-34 years old (33%), single (58%), female (58%), Caucasian (41%), and African American (35%)

## More Information

[chicagogospelmusicfestival.us](http://chicagogospelmusicfestival.us)



Millennium Park

**Partnership Opportunities**

**Presenting** \$125,000

**Crossroads Stage** \$60,000 SOLD

**Rhythm & Blues Stage** \$60,000

**Front Porch Stage** \$25,000

**Participating** \$15,000

**Space Only** Starting at \$10,000

**Media** \$75,000 (in-kind trade value)

**Expected Attendance**

110,000

**Audience Profile**

Chicagoan (40%), 26–34 or 55–64 years old (23%), single (48%), female (50%), Caucasian (56%) and African American (30%)

**More Information**

[chicagobluesfestival.us](http://chicagobluesfestival.us)

# 37th Annual Chicago Blues Music Festival

June 5–7

The Chicago Blues Festival features the live music performances of over 100 national, international and local artists celebrating the city's rich Blues tradition while shining a spotlight on the genre's contributions to soul, R&B, gospel, rock, hip hop, rap and more.

- As the "Blues Capital of the World," Chicago has hosted Blues musical legends including: Ray Charles, Buddy Guy, Chuck Berry, B.B. King, Koko Taylor, Etta James, Mavis Staples, Dr. John, Bettye LaVette, Keith Richards and Stevie Ray Vaughan.
- Several side stages, featuring day-time performances, are available for title sponsorships and offer highly visible branding opportunities.



# 24th Annual Chicago SummerDance

Wednesdays–Sundays, June 25–August 22

Swing, waltz, cha-cha...or simply enjoy the music at the largest annual outdoor live music and dancing series in the United States. Dancers of all ages and skill levels are invited to take part in introductory, one-hour dance lessons by professional instructors followed by live music and dancing.

- The SummerDance dance floor moves to Taste of Chicago on July 8-12, providing a Presenting Sponsor with an additional 5 days of value added promotional opportunity at the city's largest event of the year!
- This eight-week series has an impressive 35 days of promotional opportunities that feature over 40 live bands and DJs that attract capacity crowds for evenings dedicated to salsa, steppin', swing and house music among the diverse music and dance styles from all corners of the globe.
- A partnership with the Chicago Park District brings 10 days of programming to parks throughout Chicago that extends brand reach and visibility.
- The summer event culminates with the **SummerDance Celebration** (Saturday, August 22) at Millennium Park - a full day of interactive programs and professional performances that highlight Chicago's diverse dance community.

Grant Park, Millennium  
Park & Other Citywide  
Locations

## Partnership Opportunities

**Presenting** \$50,000

**Space Only** Starting at 5,000/day or  
\$7,500/Friday-Sunday

## Expected Attendance

60,000

## Audience Profile

Chicagoans (63%), 26-44 years old  
(44%), single (49%), female (66%),  
Latino (37%) and Caucasian (28%)

## More Information

[chicagosummerdance.org](http://chicagosummerdance.org)



## Grant Park

### Partnership Opportunities

**Presenting** \$250,000

**Official** \$125,000

**Participating** \$35,000

**Space Only** \$20,000/5 days

**Space Only** \$7,500/day (great value!)

**Media** \$140,000 (in-kind trade value)

### Expected Cumulative Attendance

1.4 Million over 5 days

### Audience Profile

Chicagoan (42%), 26–44 years old (46%), single (57%), female (67%), African American (47%) and Caucasian (39%)

### More Information

[tasteofchicago.us](http://tasteofchicago.us)

# 40th Annual Taste of Chicago

July 8–12

A cultural experience for all your senses, Taste of Chicago is the nation's premier free outdoor food festival showcasing the diversity of Chicago's dining scene, alongside a smorgasbord of cooking demonstrations, music concerts, dance performances, art activations, family fun and more.

- Taste of Chicago is turning 40 this year! Taste of Chicago will include additional free music programming on more stages throughout the event in 2020 in celebration of the Year of Chicago Music.
- This five-day event is THE promotional destination for brands looking to do high-volume activations to grow brand visibility or launch a new product in the lucrative Chicago market.
- Foodies and families alike sample a world of flavors from over 75 restaurants and food vendors from neighborhood favorites to James Beard Award-winning chefs. Cooking demonstration areas offer a full schedule of local and national celebrity chefs.
- The main stage has hosted a "Who's Who" of international music talent including Stevie Wonder, Santana, John Mayer, Tom Jones, Robin Thicke, Robert Plan, fun., Jill Scott, Jennifer Hudson, Janelle Monae, The Roots, Juanes and Café Tacvba, among many others on the main stage.

## EVENT HIGHLIGHTS

**TASTE KITCHEN** an intimate on-site kitchen where noted local chefs prepare their signature dishes and share industry secrets to help consumers create their own culinary masterpieces at home

**BEER GARDEN** a popular destination for festival attendees to beat the heat and enjoy a diverse selection of beers

**POP-UP RESTAURANTS** a program that encourages new restaurants to participate at Taste for one day only

**MAIN STAGE CONCERTS** showcasing world renowned artists



## TITLE SPONSORSHIP OPPORTUNITIES

The Taste of Chicago also offers several highly visible Title Sponsorship opportunities of popular areas including:

**TASTE STAGE** showcases the best of up-and-coming and well-known local Chicago area bands. Its high profile location at the south end of the festival draws crowds of music lovers.

**TASTE DINING ROOMS** are 20' x 40' tents located throughout the event footprint that provide multiple touchpoints to engage festival goers as they rest and enjoy festival cuisine.

**TASTE WINE GARDEN** is located on beautiful Buckingham Fountain Plaza, with Lake Michigan as a backdrop. This property offers many customizable options to allow a brand to enhance the consumer's experience as they enjoy the event with a glass of wine.

**TASTE COCKTAIL LOUNGE** is a popular gathering spot for guests to sip a curated selection of spirits. Strategically positioned at the intersection of Buckingham Fountain Plaza and Columbus Drive (the "main strip"), it is a high-visible property that attracts extensive foot traffic.

**TASTE CONCERT** provides maximum brand exposure! Many brands have effectively used the accompanying hospitality area to host dignitaries, to celebrate a company anniversary/milestone or as employee incentives or customer loyalty rewards.

**TASTE KITCHEN** is an intimate on-site kitchen where noted local chefs prepare their signature dishes and share industry secrets to help consumers create their own culinary masterpieces at home.

## Title Partnership Opportunities

**Taste Stage** \$100,000

**Taste Dining Room** \$100,000

**Taste Wine Garden** \$60,000

**Taste Cocktail Lounge** \$60,000

**Taste Oasis** \$50,000

**Taste Concert** \$50,000/night

**Taste Kitchen** \$50,000



## North Avenue Beach

### Partnership Opportunities

**Presenting** \$400,000 SOLD

**Show** \$150,000

**Participating** \$20,000

**Space Only** Starting at \$15,000

**Hospitality Tent** Starting at \$13,000

**Media** \$100,000 (in-kind trade value)

### Expected Attendance

1 Million +

### Audience Profile

Chicagoan (64%), 26-34 years old (25%), single (54%), male (53%), Caucasian (41%) and African American (35%)

### More Information

[chicagoairandwatershow.us](http://chicagoairandwatershow.us)

# 62nd Annual Chicago Air & Water Show

## August 15 & 16

Drawing an estimated crowd of over 1 million people, the Chicago Air & Water Show showcases precision flying at its best. Featuring military and civilian flight aerobatics, historic aircraft, simulated water rescues and parachute teams, the event is one of the largest and longest-running free-admission events of its kind. Headlining the 2020 show is the acclaimed U.S. Air Force Thunderbirds as well as the U.S. Army Parachute Team Golden Knights and the U.S. Navy Leapfrogs.

### CHICAGO AIR & WATER SHOW - HOSPITALITY AREA

Impress your guests with an unforgettable and exclusive experience at the Chicago Air & Water Show. The Corporate Hospitality Area offers a one-of-a-kind opportunity to entertain groups of all sizes by placing them "front and center" at Chicago's favorite summer event.

Hospitality packages include a professional check-in entrance, private tents for each group and separate guest-only seating along Lake Michigan at show center.

The Hospitality Area is ideal for:

- Hosting Dignitaries
- Employee Incentives
- Celebrating a Company Anniversary or Milestone
- Customer Loyalty Programs

### EVENT HIGHLIGHTS

- Ideal event for high-volume sampling
- A full run rehearsal show on August 14 draws a sizable crowd and provides a bonus day for brand activations
- Unique to this event is the Corporate Hospitality Area, featuring private tents for sponsors to entertain guests as they enjoy the show with a front-and-center view of the action
- Boasting an extensive footprint along Chicago's famed lakefront, the beach-based event can easily accommodate large activations.



# 42nd Annual Chicago Jazz Festival

August 28–September 6

The world-class Chicago Jazz Festival showcases four stages of live performances by Chicago's vast jazz talent alongside national and international jazz legends and artists. The event is the most extensive free jazz festival in the world and has hosted renowned international artists such as Gregory Porter, Dee Dee Bridgewater, Ramsey Lewis, Jason Moran, Dianne Reeves, Roy Haynes, Cécile McLorin Salvant, Terence Blanchard, Roy Hargrove, Herbie Hancock, Miguel Zenón and many more.

The Chicago Jazz Festival has evolved into a 10-day celebration to include dozens of jazz programs scheduled throughout the city's robust jazz club scene leading up to the 4 days of performances held at Millennium Park.

- **NEW!** There will be an emphasis on world premieres, special collaborations and performance opportunities for emerging musicians in 2020
- The Young Lions/NextGEN Stage features a dedicated area for young artists to perform
- Pre-festival events, such as jazz films, photo exhibits and community concerts, provide different levels of brand exposure throughout the Chicago

Millennium Park &  
Chicago Cultural Center

## Partnership Opportunities

**Presenting** \$100,000

**Von Freeman Stage** \$25,000

**Jazz & Heritage Stage** \$25,000

**Young Lions/NextGEN Stage**  
\$15,000

**Participating** \$12,500

**Space Only** Starting at \$8,500

**Media** \$50,000 (in-kind trade value)

## Expected Attendance

100,000

## Audience Profile

Chicagoan (41%), 55–64 years old (23%), married (47%), male (51%), Caucasian (49%) and African American (38%)

## More Information

[chicagojazzfestival.us](http://chicagojazzfestival.us)



Millennium Park,  
Chicago Cultural  
Center & Other  
Citywide Locations

**Partnership Opportunities**

**Presenting** \$25,000

**Space Only** Starting at \$5,000

**Media** \$100,000 (in-kind trade value)

**Expected Cumulative Attendance**  
25,000

**Audience Profile**

Chicagoan (63%), 35-44 years old (25%), single (43%), female (61%), Caucasian (69%) and Latino (11%)

**More Information**

[worldmusicfestivalchicago.org](http://worldmusicfestivalchicago.org)

# 22nd Annual World Music Festival Chicago

September 11-27

The World Music Festival (WMF) is an innovative collaboration of cultural organizations that share resources to promote an awareness and appreciation of a global connectedness through music. Now in its 22nd year, this city-wide, multi-venue, eleven-day festival has attracted over 650,000 concertgoers and presented more than 650 artists and ensembles from over 80 countries since it began in 1999.

- Scheduled for September 11 & 12, **¡Súbelo!** is a two-day Latinx festival that highlights music from Latin countries. Partnerships with Latinx cultural programming organizations like the National Museum of Mexican Art (NMMA) transform the event into a pan-Latin arts and music festival, incorporating youth arts programs from NMMA Yolocalli Arts Reach, Latin cuisine and an artisan marketplace.
- Headline performances are presented at special daytime concerts at the Jay Pritzker Pavilion at Millennium Park that engage the abundant foot traffic of the park.
- The signature **Ragamala** concert at the Chicago Cultural Center is a unique, all-night event that showcases some of the greatest practitioners of Indian classical music and dance rarely presented in the United States.



# Chicago Winter Fun

November 2020–March 2021

The holiday season in Chicago is nothing short of magical. Tourists and locals alike flock to Millennium Park to enjoy the many free activities that make it the epicenter for winter fun in the city. The program offers over 3 months of possible brand exposure!

- The 107th annual **Tree Lighting Ceremony** is a beloved tradition that marks the beginning of Chicago's holiday season and receives extensive media coverage as the Mayor and special guests "flip the switch."
- Located along Michigan Avenue, the **McCormick Tribune Ice Rink** is a popular attraction that draws more than 100,000 skaters annually and is open to the public from mid-November 2020 to early March 2021.
- **Caroling at Cloud Gate** brings hundreds of celebrants to "The Bean" as local choral groups perform classic holiday carols on select dates throughout the season.
- Hundreds of sugarplum fairies dressed in tutus take over the Chicago Cultural Center to attend the annual **Dance-Along-Nutcracker**. Little ones participate in free dance lessons with professional ballerinas then take part in the performance of this classic holiday tale.

Millennium Park &  
Chicago Cultural Center

## Partnership Opportunities

**Tree Lighting, Presenting** \$50,000

**Tree Lighting, Space Only** Starting at \$5,000/day

**McCormick Tribune Ice Rink, Presenting** \$100,000

**McCormick Tribune Ice Rink, Space Only** Starting at \$10,000/day

**Holiday Season, Space Only** Starting at \$5,000

**Dance Along Nutcracker** Starting at \$5,000/day

**Expected Cumulative Attendance**  
200,000

## More Information

[chicago.gov/holiday](http://chicago.gov/holiday)



# 2019 Market Research

	Taste of Chicago	Chicago Blues Festival	Chicago Gospel Music Festival	Chicago House Music Festival	Millennium Park Programming	Chicago Air & Water Show	World Music Festival Chicago	Chicago Jazz Festival	Summer-Dance	Maxwell Street Market
LOCATION	Grant Park	Millennium Park	Millennium Park	Millennium Park	Millennium Park	North Ave. Beach	Multi-venue	Millennium Park	Millennium Park	Millennium Park
ESTIMATED ATTENDANCE	1.4 Million	110,000	25,000	55,000	20 Million	1 Million	25,000	100,000	60,000	130,000
RESIDENCY										
Chicago	42%	40%	43%	59%	28%	64%	63%	41%	63%	65%
Suburb	21%	21%	13%	13%	14%	22%	19%	15%	16%	22%
Illinois	2%	7%	1%	1%	8%	3%	1%	7%	3%	3%
US (Outside IL)	32%	25%	27%	23%	41%	10%	10%	30%	13%	8%
International	2%	7%	16%	4%	14%	3%	7%	6%	5%	2%
AGE										
18-20	7%	1%	4%	5%	8%	7%	3%	4%	6%	3%
21-25	15%	12%	9%	17%	12%	16%	7%	8%	4%	4%
26-34	23%	23%	33%	33%	25%	25%	19%	22%	22%	19%
35-44	23%	13%	19%	20%	22%	22%	25%	16%	22%	28%
45-54	15%	19%	16%	18%	14%	15%	19%	17%	19%	22%
55-64	13%	23%	11%	6%	8%	10%	14%	23%	15%	16%
over 65	5%	9%	9%	2%	9%	3%	13%	10%	12%	9%
No Answer	0%	0%	0%	0%	3%	3%	0%	0%	0%	0%
CHILDREN UNDER 18 AT HOME										
0	63%	81%	77%	80%	67%	75%	83%	82%	76%	62%
1-2	32%	13%	19%	13%	28%	21%	13%	15%	18%	28%
3-4	4%	4%	3%	4%	5%	4%	3%	2%	5%	8%
5+	1%	3%	1%	3%	0%	0%	0%	0%	1%	2%
MARITAL STATUS										
Single	57%	48%	58%	66%	49%	54%	42%	46%	49%	39%
Married	33%	41%	35%	24%	43%	30%	42%	47%	43%	53%
Divorced	6%	7%	5%	7%	5%	8%	10%	6%	5%	5%
Separated	2%	1%	0%	1%	0%	3%	0%	0%	0%	1%
Widowed	2%	2%	3%	1%	3%	1%	1%	2%	3%	2%
No Answer	0%	0%	0%	0%	0%	3%	4%	0%	0%	0%
INCOME										
less than \$20,000	16%	12%	16%	5%	9%	13%	10%	8%	9%	9%
\$20,000-39,999	9%	10%	9%	20%	15%	11%	6%	13%	5%	14%
\$40,000-59,999	25%	23%	25%	29%	17%	15%	7%	18%	22%	18%
\$60,000-79,999	14%	17%	14%	10%	18%	9%	10%	11%	13%	18%
\$80,000-99,999	10%	13%	10%	9%	13%	9%	10%	17%	16%	16%
\$100,000-119,999	13%	10%	13%	8%	11%	5%	2%	11%	11%	9%
\$120,000-139,999	3%	3%	3%	7%	3%	1%	4%	5%	11%	8%
\$140,000-159,999	1%	4%	1%	4%	3%	1%	3%	4%	4%	3%
\$160,000 or more	7%	7%	7%	7%	10%	4%	10%	13%	9%	5%
No Answer	0%	0%	0%	0%	0%	32%	37%	0%	0%	0%
GENDER										
Male	32%	49%	32%	43%	41%	53%	39%	51%	34%	57%
Female	67%	50%	67%	57%	58%	47%	61%	49%	66%	43%
Non-Binary	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%
ETHNICITY										
Black/African American	47%	30%	47%	40%	26%	35%	8%	38%	25%	31%
White	39%	46%	39%	41%	55%	41%	69%	49%	28%	43%
Latinx	12%	11%	12%	14%	18%	15%	11%	8%	37%	26%
Asian	3%	5%	3%	1%	7%	3%	8%	4%	10%	3%
Asian/Pacific Islander	1%	1%	1%	0%	3%	5%	4%	1%	5%	2%
American/Indigenous	1%	1%	1%	1%	***	***	***	0%	***	1%
African	0%	0%	0%	0%	***	***	***	0%	***	0%
Other/Self Identify	3%	2%	3%	5%	***	***	***	3%	***	2%

# 2020 Festivals and Events

**Chicago City Markets**  
May thru October

**Maxwell Street Market**  
Sundays

**22nd Annual  
Chicago Kids & Kites Festival**  
May 2

**5th Annual  
Chicago House Music  
Conference & Festival**  
May 21-23

**35th  
Chicago Gospel Music  
Festival**  
May 26-30

**37th Annual  
Chicago Blues Festival**  
June 5-7

**Millennium Park Music Series**  
June-August

**Millennium Park Film Series**  
Tuesdays/June-August

**24th Annual  
Chicago SummerDance**  
June 25-August 22

**40th Annual  
Taste of Chicago**  
July 8-12

**62nd Annual  
Chicago Air and Water Show**  
August 15 & 16

**42nd Annual  
Chicago Jazz Festival**  
August 28-September 6

**22nd Annual  
World Music Festival Chicago**  
September 11-27

**107th Annual  
Chicago Christmas Tree  
Lighting Ceremony**  
November 20

**McCormick Tribune Ice Rink**  
Mid-November 2020-Early March 2021

(Festival/Event highlights only, dates subject to change)





[chicagopartnerships.com](http://chicagopartnerships.com)  
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